

MESSAGE CONFIRMATION

DATE:09/26/96 TIME:11:02

ID:BFLO RJR

DATE	TIME	TX-TIME	DISTANT STATION ID	MODE	PAGES	RESULT
09/26	11:01	01'12"		G3-S	002	OK

51860 7039

R.J. Reynolds
Tobacco Company

September 19, 1996

To: ALL Syracuse Division SR's

Subject: Exception report calls

Ladies & Gentlemen

Effective immediately we will begin handling calls that continually pop up on the regions exception report a little differently. Beginning with exception report that is attached any call that makes the report twice, we will end the buydown! This goes for all calls, there will be no exceptions!! The alternative, and preferred method of future discounting in these calls will be our jobber couponing program. Retail rep couponing can be used, until it becomes to labor intensive. This may seem extreme, but the intent and sole purpose of this report is to alert us that there may be a problem with the discounting amounts in a certain call. We owe it to ourselves and the company to handle these constant problems and I believe this program will handle the problem shortterm. If you have any questions about this program or the exception report itself please don't hesitate to give a call.

Sincerely,

Keith

K.L. Myers/DM

cc; B. Roth

9/26/96
Keith,
Very good!
Please Advise
OF Results
Thanks,
Bill

KEITH L. MYERS, JR.
Division Manager

8375 Craine Drive
Manlius, NY 13104
VoiceMail 1-800-757-8255
Ext. 72348

Daily Exception Report

Date of Report	# of Wks	Div.	Draft written by	SIS #	Account Name	RJR SIS Vol.	RJR AIM Vol.	RJR Vol. used	Total Amt. Spent	Avg. \$ Amt discounted	Promoted Volume	Explanation (DM to fill in)
9/6/96	11	1622	Johnson	764192	Al's Midstate Market	114	113	114	\$7,496.50	\$3.01	199%	
9/5/96	14	1622	Plourde	703515	C&C Tobacco Outlet	556	8	556	\$22,401.30	\$2.83	102%	
9/5/96	14	1622	Bodette	492340	Ganienkeh	650	0	650	\$21,159.00	\$2.04	114%	
9/5/96	13	1622	Steele	243850	Gil Merrill Ent., Inc.	188	194	194	\$8,095.60	\$2.61	123%	
9/6/96	12	1622	Balmer	763836	Hess #32221	576	497	576	\$23,884.65	\$3.00	115%	
9/6/96	15	1623	Haskin	718812	Al & Rose Enterprise	90	52	90	\$6,033.00	\$2.39	187%	
8/30/96	15	1623	Bain	564276	ASAD Petroleum Getty	17	0	17	\$1,306.00	\$2.00	256%	
9/6/96	14	1623	Haskin	636238	Beverage Warehouse	135	143	143	\$7,355.60	\$2.76	133%	
9/6/96	11	1623	Sheltra	114080	Essex Discount Beverage	189	181	189	\$9,154.25	\$2.88	153%	
9/6/96	14	1623	Close	568572	Express Lane	56	0	56	\$4,858.00	\$3.59	173%	
9/5/96	9	1623	Sheltra	665918	Interstate Shell	61	43	61	\$2,872.80	\$2.93	179%	
9/5/96	12	1623	Duby	569160	Schanz's Disc. Beverage	117	93	117	\$6,240.00	\$1.94	229%	
9/6/96	14	1623	Brogan	113549	The Spring Beverage	95	87	95	\$3,096.00	\$2.22	105%	
9/9/96	14	1626	Morris	462442	B&S Mini Mart	130	83	130	\$6,022.90	\$2.96	112%	
9/5/96	14	1626	Davignon	268748	CFM #33-041/F	85	84	85	\$8,316.00	\$2.12	330%	
9/9/96	12	1626	Johnson	775460	Five Star Busy Mart	149	148	149	\$7,096.50	\$3.10	128%	
9/9/96	14	1626	Morris	655757	Lovejoy Food & Beverage	64	17	64	\$4,199.50	\$2.44	192%	
9/6/96	12	1626	Morris	396973	Parkside Drug	389	321	389	\$15,953.10	\$3.00	114%	
8/30/96	15	1626	Neaf	579200	Smokin' Joes V	413	414	414	\$25,923.00	\$2.72	153%	
9/9/96	13	1636	O'Connor	686258	Bay Street Texaco	40	58	58	\$2,934.00	\$2.84	137%	
9/5/96	14	1636	Whiting	540882	Chestnut Mobil	52	56	56	\$2,998.05	\$2.77	138%	
8/30/96	15	1636	O'Connor	693596	Stop & Save	73	0	73	\$4,125.40	\$3.54	106%	
8/30/96	11	1636	Salerno	619804	Value Rite Thrift	32	39	39	\$1,907.50	\$3.00	148%	
8/30/96	12	1638	Dowst	064556	Foods Plus Convenience	1698	1697	1698	\$77,971.50	\$2.32	165%	
9/5/96	14	1638	Doak	064556	Foods Plus Convenience	1698	1697	1698	\$78,154.50	\$2.56	128%	
8/30/96	11	1638	Novak	552856	One Stop Plaza Convenience	420	42	420	\$17,054.40	\$2.97	124%	
9/9/96	13	1638	Novak	707369	T-Bird Mini Mart	1690	1288	1690	\$57,335.40	\$2.01	130%	

The above means we are promoting over 100% of the RJR volume by account, during the time period listed.

Please write your explanation in the space provided and Email back to Amy's attention.

The higher volume (RJR SIS Volume or RJR AIM Volume) will be used.

If a draft was written by a Retail Rep in a Division that is not responsible for the Sales Rep in that account, the Division the Sales Rep is in will be responsible to explain the error.

Emailed on 9/10/96
daily14.xls